Richard A. Wise
Patent and Trademark Counsel

The Gillette Company
Prudential Tower Building
Boston, Massachusetts 02199
(617) 261-8500

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MEMORANDUM

To: Distribution

Re: Use of Name S. T. Dupont

Would you please circulate this memorandum among appropriate members of your organizations.

A recent understanding has been reached between The Gillette Company's French subsidiary, S. T. Dupont, which markets lighters and writing instruments, etc., and E. I. DuPont de Nemours, the well-known large American chemical and related industries company, with regard to the use of the companies' names and trademarks which are pronounced alike.

E. I. DuPont has priority in most instances; however, they have agreed to our use of our name or trademark in a manner least likely to create confusion. We have agreed to the following:

1. We will never use the name Dupont without preceding it by the initials "S. T." - to wit, we must always use or write the name or mark S. T. Dupont.

2. Wherever possible, when the company name S. T. Dupont is used, or where there is reference made to it, it should be indicated (such as in advertising, etc.) that the company's origin is Paris, France.

Your cooperation in adhering to this policy would be appreciated.

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Source: https://www.industrydocuments.ucsf.edu/docs/xsyn0004